



CALL 3

TEAM TESTIMONIAL

rezonanz

Collaborative engagement data-sharing and analysis platform for institutional investors.

1. Brief description of the team leader, their team(s), and background

The project is led by Eleanor Willi, the CEO and co-founder of rezonanz, a Zurich-based stewardship analytics company focused on improving the effectiveness and transparency of investment stewardship. The team combines expertise in sustainable finance, quantitative analysis, and product development, and works closely with academic and institutional partners.

During Phase 1, the core team collaborated particularly with Prof. Julian Kölbel (University of St. Gallen) on the development of a quantitative framework for measuring engagement impact, and engaged directly with institutional investors through workshops and pilot participation. The broader project team spans research, stakeholder coordination, and technical design, leveraging a lean internal structure supplemented by targeted academic collaboration.

2. Brief problem statement and how you identified the problem you want to solve with your approach

Institutional investors invest significant resources in corporate engagement, yet there is no shared infrastructure or standardized way to measure, compare, or learn from engagement outcomes across investors. Engagement data is fragmented, often confidential, and rarely analyzed in a way that links engagement actions to observable changes in company behavior or ESG performance.

This problem was identified through rezonanz's prior engagement data-sharing pilot (2024) and ongoing work with asset owners and managers, which revealed strong demand for peer insight and benchmarking, alongside persistent concerns around confidentiality, usability, and impact measurement. Feedback from these early participants highlighted both the need and the readiness for a collaborative, pre-competitive solution.

3. Solution approach and a short description of the solution

The solution is a collaborative engagement data-sharing and analysis platform, underpinned by a co-developed quantitative framework for measuring engagement impact.

The approach combines:

- A secure, confidentiality-preserving data-sharing mechanism for institutional investors,
- A quantitative framework mapping engagement actions to changes in ESG performance, and
- Workflow-oriented design informed directly by user feedback from investors.

During Phase 1, the analytical core of the solution was developed and publicly released as a draft framework for comment, while parallel workshops and webinars were used to refine the collaboration and software design elements. Together, these components form the foundation for scalable, evidence-based stewardship collaboration.

4. Testing approach to verify the idea

a. Viability

Viability was tested by expanding participation in the engagement data-sharing pilot. During Phase 1, the number of active participants more than doubled, and assets under management covered increased more than tenfold, including participation beyond Switzerland. In addition, interest from third parties in licensing the resulting data provides early signals of economic viability.

b. Feasibility

Feasibility was assessed through hands-on development of the quantitative framework and early technical design planning for shared upload and collaboration features. Workshops and webinars tested whether the proposed

measurement logic, confidentiality safeguards, and integration into existing stewardship workflows were practically achievable with current resources and technology.

c. Desirability

Desirability was evaluated through direct user feedback gathered in two interactive webinars and follow-up discussions with pilot participants. Feedback was consistently positive regarding both the research framework and the platform concept, and directly informed revised feature priorities for the next development phase, indicating strong user pull rather than push.

5. How did the Innovation Booster support you in identifying, shaping, and designing your solution?

The Innovation Booster provided the structure, resources, and credibility needed to move from a promising pilot to a more robust, co-designed solution. The funding enabled focused collaboration with academic partners, structured engagement with institutional investors through workshops, and dedicated time for translating feedback into concrete design and development priorities.

Equally important, the Innovation Booster framework encouraged an open, experimental approach, allowing the team to test assumptions early, publicly release interim research outputs, and iterate the solution in close dialogue with future users.

6. What support did you value most from the Innovation Booster?

The most valued support was the combination of financial flexibility and methodological space to engage deeply with both researchers and practitioners. The Innovation Booster made it possible to convene investors, academics, and designers around a shared problem, while keeping the work lean, iterative, and impact-oriented.

This support helped transform an initial idea into a credible, internationally relevant initiative with growing participation, a validated analytical core, and clear momentum toward broader adoption in 2026.